

Fourth Generation Language Direct
Mail done 4/26/85

50% MAPS Reports

50% ISPS Reports

For copy of package see :

MAPS - Direct Mail file

Handwritten text, possibly a title or header.

Handwritten text, possibly a date or location.

Handwritten text, possibly a name or subject.

Handwritten text, possibly a date or location.

Handwritten text, possibly a title or header.

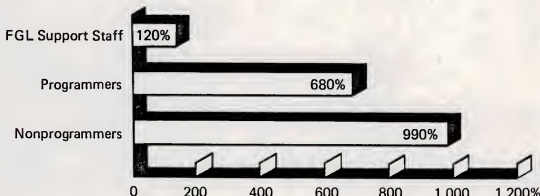
Handwritten text, possibly a date or location.

FUTURE GENERATION LANGUAGES: POTENTIAL AND PITFALLS

Is the potential for future generation languages (FGLs), including fourth generation and artificial intelligence, being realized? How will the emergence of commercial AI products affect the more traditional third and fourth generation solutions? What and where is the market for these application development tools?

INPUT has been closely watching this arena for several years and anticipates that the utilization of these tools by both professional and end-user programmers will increase tremendously over the next five years.

PROJECTED INCREASES IN FGL USE



INPUT has published a series of reports detailing FGL's impacts on user organizations. These reports look at:

- The size of the FGL market and forecasts through 1990
- Perceived strengths and weaknesses of FGLs
- Development and maintenance costs using FGLs
- Who is using FGLs
- Product trends in FGLs
- and more...

For answers to your questions concerning the market for and effectiveness of FGLs call INPUT at (415) 960-3990, or send in the attached authorization form to place your order.



MARKET REPORTS

Trends and Opportunities in Fourth-Generation Languages examines the status and recent developments in fourth-generation languages, including their acceptance and effectiveness. It includes an analysis of the role of the information center and the personal computer in the context of fourth-generation languages. What users expect and what vendors project in product enhancement and in new product development are also covered, as are market forecasts for the 1984 to 1989 forecast period. This report contains 61 pages, including 16 exhibits.

Information Services Market - Artificial Intelligence, 1985-1990

The market for artificial intelligence (AI) software and services has yet to emerge from the development stage but there are signs that this period is almost over. The main AI disciplines that will form the overall market are now clearly delineated, and standards are emerging. This focus report is a summary of the market, the vendors, the products, and the forecasted opportunities over the next five years to 1990. The report contains 88 pages, including 15 exhibits.

Fourth-Generation Languages: Market Opportunities updates the research and analysis of the market for fourth-generation languages and provides a concise profile of opportunities within the market. Included are five-year forecasts (1985-1990) of market size and growth rate, user needs analysis, market structure descriptions, and competitive profiles. This report will be available fourth quarter 1985.

I.S. PLANNING REPORTS

The Opportunities of Fourth Generation Languages Fourth-generation languages are changing. Whereas they were formerly end-user oriented, they are now information systems (I.S.) oriented in that they can be used to improve overall productivity. This report examines FGLs and their impact on both information systems and non-information systems areas of an organization.

The report defines and describes FGLs, emphasizing the economics of using them for I.S. applications. Finally, strategies are recommended for exploiting the strengths and avoiding the weaknesses of fourth-generation languages. This report contains 162 pages, including 48 exhibits.

Artificial Intelligence (AI) and Expert Systems predicts the breakout of these tools from academia to business. The report will analyze the capabilities of these systems. The strategic potential of AI and expert systems as a competitive weapon will be examined. The report will also describe the technological, personnel, and organizational requirements necessary for these systems to become useful and beneficial. The report contains 67 pages, including 12 exhibits.



Fourth-Generation Languages Update: Potential Unrealized investigates whether the potential of FGLs is being realized. Mainframe-, mini-, and micro-based products will be analyzed, as well as I.S. versus end-user applications. Actual benefits will be described and analyses of successes and failures of FGL applications will be made. The report will conclude with a forecast of future FGL products and an analysis of how FGLs will fit in with forthcoming artificial intelligence products. This report will be available fourth quarter 1985.



FUTURE GENERATION LANGUAGES

Authorization Form

Please enter my order for the reports checked below:

Market Reports

- ☐ Trends and Opportunities in Fourth Generation Languages\$600
☐ Information Services Markets - Artificial Intelligence, 1985-1990.\$495
☐ Fourth Generation Languages: Market Opportunities (available fourth quarter 1985)\$495

I.S. Planning Reports

- ☐ The Opportunities of Fourth Generation Languages\$600
☐ Artificial Intelligence and Expert Systems.\$750
☐ Fourth Generation Language Trends (available fourth quarter 1985)\$750

☐ Enclosed is my check for \$_____.

☐ Please bill my company on Purchase Order number _____ for \$_____.
(First-time buyers please enclose check.)

A discount of 10% may be applied to purchases of two or more reports.

To comply with a California State Board of Equalization ruling, INPUT is required to charge appropriate sales taxes on subscription orders and report shipments to clients in California.

CONFIDENTIALITY AGREEMENT

The client agrees to hold as confidential all information provided by INPUT through this study. The information provided shall be used only by the employees of and within the current corporate structure of the client and will not be disclosed to any other organization or person including parent, subsidiary, or affiliated organizations without written consent of INPUT.

The client agrees to control access to the information provided to prevent unauthorized disclosure in violation of this agreement.

INPUT exercises its best efforts in preparation of the information provided under this agreement and believes the information contained therein to be accurate. However, INPUT shall have no liability for any loss or expense which may result from incompleteness or inaccuracy of the information provided.

AUTHORIZED BY:

Client Organization

Address

Signature

Name

Title

Telephone

Date

ACCEPTED BY INPUT:

Signature

Name

Title

Date

